REMARKS

Claims 11 through 19, 21, 23 and 28 through 39 continue to be in the case.

New claims 40 through 44 are being submitted.

Claims 40 through 44 are based on the specification and on claims earlier presented.

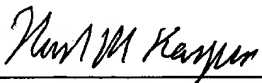*The Office Action refers to the Specification.*

4.   The disclosure is objected to because it contains an embedded hyperlink and/or other form of browser-executable code. Applicant is required to delete the embedded hyperlink and/or other form of browser-executable code. See MPEP § 608.01. These hyperlinks are found throughout the first paragraph on page 3 of the specification and include the following: www.compare.net, www.boftomdollar.com, www.topl0quide.com, www.shoppinqexplorer.com, www.shopfind.com, www.roboshopper.com, www.iango.com.

The present amendment eliminates an additional objectionable reference to a hyperlink on page 2 of the specification.

Reconsideration of all outstanding rejections is respectfully requested.

Entry of the present amendment is respectfully requested. All claims

as presently submitted are deemed to be in form for allowance and an early

notice of allowance is earnestly solicited.

Respectfully submitted,
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IN THE CLAIMS:

MARKED-UP VERSION OF AMENDED CLAIMS

1. (cancelled) A method for using a computer to present price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, said method comprising:

  * collecting information from a plurality of said merchants that comprises data on said products including price

  * storing said data into at least one of a plurality of databases

  * presenting at least one of a plurality of records that shows said comparison to said prospective buyer.

2. (cancelled) The method of claim 1, wherein a search key is used for retrieving the data from said databases.

3.   (cancelled) The method of claim 1, further comprising checking said store inventory of said merchant to determine the availability of said product.

4.   (cancelled) The method of claim 1, further comprising reserving at least one of a plurality of said products that can be picked up later at said merchant store.

5.   (cancelled) The method of claim 1, further comprising accepting a credit card number from said prospective buyer to purchase said product.

6.   (cancelled) An apparatus for presenting price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, comprising:

    * at least one of a plurality of storage devices

    * at least one of a plurality of processors connected to said storage devices

    * said storage devices storing

* information from a plurality of said merchants that comprises data

an said products including price

* a program for controlling said processor

* said processor operative with said program to present at least one of

a plurality of records that shows said comparison to said prospective

buyer.

7.   (cancelled) The apparatus of claim 6, in which said processor is

further operative with said program to use a search key to retrieve said data

from said storage devices.

8.   (cancelled) The apparatus of claim 6, in which said processor is

further operative with said program to check said store inventory of said

merchant to determine the availability of said product.

9.   (cancelled) The apparatus of claim 6, in which said processor is

further operative with said program to reserve at least one of a plurality of

said products that can be picked up later at said merchant store.

10. (cancelled) The apparatus of claim 6, in which said processor, is further operative with said program to receive a credit card number from said prospective buyer to purchase said product.

11. (previously presented) A method for using a computer to present price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, said method comprising:

collecting information from a plurality of said merchants that comprises data on said products including price;

storing said data into at least one of a plurality of databases;

entering a product and a state into the computer by a prospective buyer;

presenting a plurality of records associated with merchants having local stores in said state wherein the records show a price comparison between the merchants having local stores to said prospective buyer.

12. (previously presented) The method for presenting a price comparison according to claim 11 further comprising

collecting additional information from sales circulars;

collecting information relating to merchant name, merchant address, product description, model number, regular price, sales price, coupons, rebates, colors, and sizes;

entering geographical region, postal code, town name, or county name into the search key;

sorting the database according to price.

13. (previously presented) The method for presenting a price comparison according to claim 11 further comprising

entering data for merchants offering a specific product in a specific state into the database, wherein the data includes merchant name, product description, sales price, coupons or rebates;

providing access to the database through a browser interface;

presenting options to the prospective buyer for choosing a state and a product;

retrieving the data after the state and product are chosen by the prospective buyer;

sorting records in an ascending order based on sales price into a listing;

presenting the prospective buyer with the listing including merchants offering the product for sale in the chosen state;

furnishing an option to the prospective buyer to initiate sorting based on a merchant name.

14.   (previously presented) The method for presenting a price comparison according to claim 11 further comprising

mapping the data to a unique address for a geographical area-product pair combination;

immediately presenting comparison data for a unique geographical area-product pair to the prospective buyer.

15.   (previously presented) The method for presenting a price comparison according to claim 11 further comprising

checking inventory at a local store of a merchant upon request of a prospective buyer to determine availability of a chosen product;

reserving the product at the local store for pickup after determining availability has been performed.

16.   (previously presented) The method for presenting a price comparison according to claim 15 further comprising

entering a registration token;

accepting the registration token by the merchant;

guaranteeing a purchase by the merchant based on the accepting of the registration token by the merchant.

17. (previously presented) A method for using a computer for presenting a price comparison

to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, said method

comprising

collecting information from a plurality of said merchants that comprises data on said products including price;

storing said data into at least one of a plurality of databases;

entering a product and a state into the computer by a prospective buyer;

presenting a plurality of records associated with merchants having local stores in said state wherein the records show a price comparison between the merchants having local stores to said prospective buyer;

collecting additional information from sales circulars collecting information relating to merchant name, merchant address, product description, model number, regular price, sales price, coupons, rebates, colors, or sizes;

entering attributes into a search key;

entering geographical region, postal code, town name, county name, state name, product name, product category, model number, product description, price, product features, or brand name into the search key;

sorting the database according to model number;

entering data for merchants offering a specific product in a specific state into said at least one of a plurality of databases, wherein the data includes merchant name, product description, sales price, coupons or rebates;

providing access to said at least one of a plurality of databases through a browser interface;

presenting options to the prospective buyer for choosing a state and a product;

choosing a state and a product by the prospective buyer;

retrieving the data after the state and product are chosen;

sorting records in an ascending order based on sales price into a listing;

presenting the prospective buyer with the listing of merchants offering the product for sale in the chosen state;

furnishing an option to the prospective buyer to initiate sorting based on a merchant name;

mapping the data to a unique address for a geographical area-product combination pair;

connecting to the unique address;

immediately presenting comparison data for a unique address of a geographical area-product combination pair to the prospective buyer;

checking inventory at a local store of a merchant upon request of the prospective buyer to determine availability of a chosen product;

reserving the chosen product at the local store for pickup after determining availability has been performed;

entering a registration token or a credit card number;

accepting the registration token or credit card number by the merchant;

guaranteeing a purchase by the merchant based on the accepting of the registration token or credit card number by the merchant.

18.   (previously presented) A method for using a computer to present price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said

prospective buyer may personally visit to see and/or touch and/or feel said products, said method comprising:

collecting information from a plurality of merchants having local stores that comprises data on said products including price;

storing said data into at least one of a plurality of databases;

presenting at least one of a plurality of records that shows said price comparison to said prospective buyer.

19.   (previously presented) The method of claim 18 , wherein a search key is used for retrieving the data from said databases.

20.   (cancelled) The method of claim 18, further comprising checking a store inventory of said merchants to determine the availability of said products.

21.   (previously presented)   The method of claim 18, further comprising reserving at least one of a plurality of said products that can be picked up later at said merchant stores.

22.   (cancelled)   The method of claim 18, further comprising accepting a credit card number from said prospective buyer to purchase a product.

23.   (previously presented)   An apparatus for presenting price comparison to a prospective buyer for products offered for sale by a plurality of

merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, comprising:

at least one of a plurality of storage devices;

at least one of a plurality of processors connected to said at least one of a plurality of storage devices; ·

said at least one of a plurality of storage devices storing

information from a plurality of said merchants that comprises data on said products including price;

a program for controlling said at least one of a plurality of processors

said at least one of a plurality of processors operative with said program to present at least one of a plurality of records that shows said comparison to said prospective buyer.

24.   (cancelled)   The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to use a search key to retrieve said data from said at least one of a plurality of storage devices.

25.   (cancelled)   The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to check a store inventory of said merchants to determine the availability of said products.

26.   (cancelled)   The apparatus of claim 23, in which said at least one of a plurality of processors are further operative with said program to reserve at

least one of a plurality of said products that can be picked up later at said merchant stores.

27. (cancelled) The apparatus of claim 23, in which said at least one of a plurality of processors is further operative with said program to receive a credit card number from said prospective buyer to purchase a product.

28. (previously presented) A method for presenting a price comparison to a prospective buyer comprising

collecting information for products offered for sale by a plurality of merchants in local stores;

storing said information into records in a database;

connecting the database to a computer operated by a prospective buyer;

entering a product selected by the prospective buyer and a selected state into the computer;

presenting to the prospective buyer on the computer a list of merchants selling the selected product locally in the selected state and sorted in ascending order by price;

selecting a merchant and a local store by the prospective buyer;

entering the selected merchant and the selected store into the computer by the prospective buyer.

29.   (previously presented)   The method according to claim 28 further

        comprising

reducing the purchase price by a coupon in the hands of the prospective

buyer.

30.   (previously presented)   The method according to claim 28 further

        comprising

rebating part of the purchase price.

31.   (previously presented)   The method according to claim 28 further

        comprising

collecting the information from sales circulars; and

searching the database based on a search key defining a product and a

geographical region;

retrieving data from the database;

arranging the data in a sorted order to show comparison.

32.   (previously presented)   The method according to claim 28 further

        comprising

entering a registration token into the computer for reserving purchase of a product available at a local store;

picking up the product at the local store based on the registration token;

granting to the prospective buyer a number of days of price protection during which time the selected merchant will return any price difference between the price paid and a price presented in a bona fide offer by another merchant to the buyer.

33.   (previously presented)   The method according to claim 28 further
    comprising

collecting information for products from sales circulars into the database; and

presenting to the prospective buyer on the computer a number of top picks of merchants selling the selected product locally in the selected state and sorted in ascending order by price.

34.   (previously presented)   A method for using a computer to present price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, said method comprising:

collecting information from a plurality of sales circulars, advertised specials, sales promotions or merchants that comprises data on said products relating to merchant name, merchant address, geographical region, postal code, town name, county name, state name, product name, product description, model number, regular price, sales price, coupons or rebates;

storing said data into at least one of a plurality of databases;

allowing said prospective buyer to enter a search key;

using said search key for retrieving said data from said at least one of a plurality of databases;

presenting at least one of a plurality of records that shows said comparison to said prospective buyer.

35.   (previously presented)   The method of claim 34, further comprising checking inventory at a local store of a merchant upon request of said prospective buyer to determine the availability of a chosen product, further comprising reserving said chosen product at said local store for pickup after determining availability has been performed satisfactorily.

36.   (previously presented)   The method of claim 34, further comprising said prospective buyer entering a registration token or a credit card number to purchase said chosen product, accepting said registration token or credit card number by said merchant, guaranteeing a purchase by said merchant based on the acceptance of said registration token or credit card number by said merchant.

37. (previously presented)   An apparatus for presenting price comparison to a prospective buyer for products offered for sale by a plurality of merchants, said merchants stocking said products in stores that said prospective buyer may personally visit to see and/or touch and/or feel said products, comprising:

at least one of a plurality of storage devices;

at least one of a plurality of processors connected to said at least one of a plurality of storage devices;

said at least one of a plurality of storage devices storing:

information collected from a plurality of sales circulars, advertised specials, sales promotions or merchants that comprises data on said products relating to merchant name, merchant address, geographical region, postal code, town name, county name, state name, product name, product description, model number, regular price, sales price, coupons or rebates;

a program for controlling said at least one of a plurality of processors;

said at least one of a plurality of processors operative with said program to allow said prospective buyer to enter a search key;

said at least one of a plurality of processors operative with said program to use said search key to retrieve said data from said at least one of a plurality of storage devices;

said at least one of a plurality of processors operative with said program to

present at least one of a plurality of records that shows said comparison to

said prospective buyer.

38. (previously presented)   The apparatus of claim 37, in which said at

least one of a plurality of processors are further operative with said program

to check inventory at a local store of a merchant upon request of said

prospective buyer to determine the availability of a chosen product, and

further reserve said chosen product at said local store for pickup after

determining availability has been performed satisfactorily.

39. (previously presented)   The apparatus of claim 38, in which said at

least one of a plurality of processors are further operative with said program

to receive a registration token or a credit card number from said prospective

buyer to purchase said chosen product, accepting said registration token or

credit card number by said merchant, guaranteeing a purchase by said

merchant based on the acceptance of said registration token or credit card

number by said merchant

40. (new) A method for using a computer for comparing price and features

of products offered for sale by a plurality of merchants

comprising the steps:

collecting first data on prices and features of products offered for sale by a plurality of merchants;

collecting second data on a geographical area of the plurality of merchants;

storing the first data and the second data on a storage device that is one part of the computer system into at least one of a plurality databases;

furnishing access a prospective buyer to said computer system via a World Wide Web through a prospective buyer browser interface;

entering a plurality product attributes and the geographical area of merchants into a search key by the prospective buyer through the prospective buyer browser interface;

searching automatically the products in at least one of the plurality databases based on the search key and the geographical area of merchants;

presenting a plurality of records associated with merchants having local stores in said geographical area, wherein the records show a price comparison between the said merchants to said prospective buyer;

presenting a price comparison of products to the prospective buyer, wherein the said merchants are stocking the said products in local stores;

furnishing an option to sort said records according to a plurality of attributes of the search key;

furnishing an option to sort said records according to the geographical area and/or merchant name;

checking the inventory at the local store to determine availability of the products for purchasing;

allowing the prospective buyer to reserve the product for pick-up by the prospective buyer at the local store;

furnishing an opportunity for the said prospective buyer to personally visit to see and/or touch and/or feel said products;

inputting a registration token or credit card number that is accepted by the merchant to guarantee the purchase.

41. (new) The method of claim 40, further comprising the steps:

collecting additional data from sales circulars relating to merchant name, product description, model number, sales price, coupon, rebates, announcement of sales events, size, product category, product features, brand name, address of local merchant store, postal code, town, country or state.

42. (new) The method of claim 40 , further comprising the steps:

entering additional data such as geographical region, postal code, town name, county name, state name, product name, product category, model number, product description, product features, color, size, merchant name or brand name in a combination that defines one of the attributes of the search key.

43. (new) The method of claim 40, further comprising the steps:

providing access to at least one of the plurality of databases through an input and output interfaces through e-mail, voice telephony or video telephony.

44. (new) The method of claim 40, further comprising the steps:

retrieving data from at least one of the plurality of databases on the search key attribute and sorting the data in order to show the comparison to the prospective buyer.